

46th District Agricultural Association
SOUTHERN CALIFORNIA FAIR
www.socalfair.com

Mission Statement

“The Mission of The Southern California Fair & Event Center Is to Provide & Promote Agricultural Activities, Entertainment, Education, Recreation and Service Opportunities for All People in Riverside County”

BOARD OF DIRECTORS MINUTES

November 20, 2019 • 4:00 P.M

18700 Lake Perris Dr.

Perris CA 92571

Americans With Disabilities Act

All Board meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification in order to attend or participate in any Board or Committee meetings or other Southern California Fair activities may request assistance by contacting Carl Wuersch at (951) 657-4221.

CALL TO ORDER

All matters noticed on this agenda, in any category, may be considered for action listed. Any item not so noticed may not be considered. Items listed on this Agenda may be considered in any order at the discretion of the chairperson.

President Magnuson called the meeting to order at 4:01 pm

1) PLEDGE OF ALLEGIANCE

Attendees of this 46th District Agricultural Association Board meeting will be asked to join the Board President in reciting the Pledge of Allegiance if they wish to do so.

President Magnuson asked that everyone remain standing and have a moment of silence for Director Louis Tavaglione.

2) ROLL CALL

The Board of Directors of the 46th District Agricultural Association are asked to introduce themselves to all in attendance.

Present Directors: Director Cindy Palumbo, Vice President Nick Bruno, President Ron Magnuson, Director Gene Skala, and Director Marisa Yeager.

3) ABSENT DIRECTORS

A motion and second is requested to excuse the absence of any Directors under this agenda item.

Absent Directors: Director Jaime Hurtado, Director Tricia Almiron and Director Brad Scott.

Motion to excuse the absent directors was made by: Director Yeager

Motion seconded by: Director Skala.

Motion unanimously approved, motion carried

Voting Directors: : Director Cindy Palumbo, Vice President Nick Bruno, President Ron Magnuson, Director Gene Skala, and Director Marisa Yeager

4) INTRODUCTION OF AUDIENCE AND GUESTS

Audience and guests are requested to introduce themselves to the Board of Directors and other guests under this agenda item.

Linda Thompson, Dale Smith, Cie Smith, Kim Kazarian, Don Kazarian, Anthony Rosas, Robbie Dye, John OoStdam, Katie Keyes, and Christina Rapert.

5) MATTERS OF PUBLIC COMMENT

Persons in attendance may request to speak on any item on agenda or request item to be placed on agenda at next meeting. Speakers presenting matters to the Board will be limited to three (3) minutes.

Katie Keyes: Thanked Carl for taking a meeting with the Exhibits superintendence team and Judy Hoffmann.

6) CONSENT CALENDAR

All matters listed are considered by the Board of Directors to be routine and will be enacted in one motion. There will be no discussion of these items prior to the vote unless members of the board, staff or public request specific items to be discussed separately and/or removed from this section.

September 18, 2019

Motion to approve the September minutes was made by: Director Palumbo

Motion seconded by: Vice President Bruno

Motion unanimously approved, motion carried

Voting Directors: : Director Cindy Palumbo, Vice President Nick Bruno, President Ron Magnuson, Director Gene Skala, and Director Marisa Yeager

a. RENTAL AGREEMENTS 2019

CONTRACT #	NAME	DATE Of EVENT	Type of Event	AMOUNT
19-24-HH	Alex Franco	3/14/2020	Wedding	\$2,900.00
20-03-HH	Veronica Martinez	8/15/2020	Quinceanera	\$2,900.00
20-04-HH	Jose Trujillo	5/17/2020	AA Meeting	\$1,900.00
20-05-HH	Kevin Johnson/Citrus Hill H.S	1/21/2020	Winter Formal Dance	\$1,400.00
20-06-HH	Perris Valley Youth Football	2/14/2020	Winter Formal Dance	\$1,900.00
20-07-HH	Gabriel Abasta	7/11/2020	Quinceanera	\$2,900.00

INT RENTAL AGREEMENTS

CONTRACT #	NAME	BEG DATE	END DATE	AMOUNT NOT TO EXCEED
19-17-INT	Timothy Brown-Secret Sesh	6/6/2020	6/6/2020	\$3,500.00
20-01-INT	Rene Camargo	6/6/2020	6/6/2020	\$3,000.00

7) CORRESPONDENCE See **CORRESPONDENCE TAB+**

<u>Date</u>	<u>Received from</u>	<u>Subject</u>

<u>Date</u>	<u>Sent to</u>	<u>Subject</u>
NONE		

INFORMATION ITEMS

1.) **UPDATE ON LOAN BALANCES:**

Current on Loans Balances

- **COMMUNITY BUILDING** **\$161,030.79**
- **ADMIN OFFICE** **\$59,311.24**

2.) **FINANCIAL INFORMATION:**

(Financials) See **FINANCIALS TAB**

- Financials September
- Statement of Net Position (LIME)
- Summary of Operations (GREY)
- Trial Balance Sheet (BLUE)
- Bank Balances

Director Palumbo: For July and August the P&L (Profit and Loss) shows that we are positive and then in September it shows a significant loss. I understand that they are not complete each month, but this is a huge deficit. I just want to know if there is something that I am missing?

CEO Wuersch: Some of the larger expenses like the tents for almost one hundred grand was put into activity under September. With the activity program because the invoice was put in in September it shows it in Septembers financials even though the payments where sent in October and November.

Director Palumbo makes a motion to approve the financials as presented with the understanding that they are not complete.

Motion seconded by: Vice President Bruno

Motion unanimously approved, motion carried

Voting Directors: : Director Cindy Palumbo, Vice President Nick Bruno, President Ron Magnuson, Director Gene Skala, and Director Marisa Yeager

3.) **INT EVENT'S FINANCIALS:**

- **CEO Carl Wuersch**: 2018 for the year for interim events which is all of the renter's events, Harrison Hall rentals and other events that are on the fairgrounds. We made \$665,274.00 (six hundred and sixty-five thousand, two hundred and seventy-four) dollars. As of 9/30/2019 (September 30th, 2019) we have already done \$800,449.00 (eight hundred thousand, four hundred and forty-nine) dollars. If you look at page eleven of your financials you can review the numbers.

4.) **CFSA Report:**

- **Director Yeager**: CCA (California Construction Authority) formally known as CFSA (California Fair Services Authority) is now its own entity, it is separated from CDFA (California Department of Food & Agriculture). Becky Bailey-Findley will be retiring. Tomorrow two of the five board members will be reviewing the first group of applicants and then on Friday December 6th we will all come together to interview the finalists. When deemed proper it will become public knowledge and announced at the next meeting. Becky has been great in making this a very smooth transition.

5.) **Marketing Committee:**

Robbie Dye: (He is part of the marketing committee at Adorn Group.) We had a great time working with everyone. Some of the things that were done to modernize the fair was we changed the logo up. We changed the colors a little and the font, but we kept the iconic sun with the sunglasses. We have fixed up and modernized the website that will be launched next week. The site will now be mobile friendly. There will be an option to sign up for a newsletter to be able to get e-mails of events that are going on. This year we re-vamped the fair's social media page. With the new social media page this year the number of followers tripled for both Facebook and Instagram. Our team was here 7 out of the 9 days filming with a full video production and photography production. Our goal this year was to gather as much content of photo and video so that we could best communicate the story of this fair for the following year. We are in the process of finishing the 2020 Fair commercial. We also will be doing a wrap up of what we did for your Fair. Where you started and where we got you to. This time we were only focused on the Fair, but our services can be year-round. We can help with promoting the events that go on year-round on the grounds and coming up with

new ideas that haven't been done yet as well. We can bring in more sponsorships too. This year we brought you Geico.

Linda Thompson: There is a memorial for Director Tavaglione that they did, and they did a really nice job.

6.) **ACTION ITEMS:**

a.) **Office Closing Dates:** Christmas Break from December 23, 2019-January 1, 2020

Motion to close the office was made by: Director Skala

Motion seconded by: Director Yeager

Motion unanimously approved, motion carried

Voting Directors: : Director Cindy Palumbo, Vice President Nick Bruno, President Ron Magnuson, Director Gene Skala, and Director Marisa Yeager

CEO Wuersch: The official dates are Friday December 20th we will close, and we will re-open on January 2nd.

b.) **WFA Meeting:** Board Members Going

President Magnuson: For board members that are planning on going you will need to let Carl know. Do you need to know by tonight Carl?

CEO Wuersch: I will need to know by the 22nd so that we can get the discount on the rooms.

Director Skala: Do you have any paperwork

CEO Wuersch: I have the paperwork for the Dates. It is January 19th through January 22nd. I got an E-mail from F&E about a class they are going to be having on the 19th that we should go to it is for Board members and CEOs. I think if you can get there on Sunday to go to this class, I think that would be a good idea.

c.) **New Committee:** For the Year 2020

President Magnuson: Appointed Director Cindy Palumbo and Director Gene Skala as the 2020 Fair Committee Directors so we may bring forth nominations of officers for next year.

9.) **IMPORTANT DATES:**

Board Meetings are held on the third Wednesday of the month at 4:00 pm unless otherwise specified

- December TBD

President Magnuson: The next meeting will be set for December 18th. We usually have our Christmas party in December, but this year Carl is going to have all the figures for the fair and that will bring us all up to date.

CEO Wuersch: You will have the wrap up and all of your stuff for the meeting a week before the 18th. Because we have the wrap up and other business to take care of on the 18th as well.

10.) DIRECTORS COMMENTS:

Director Yeager: I appreciate all the added value the fair provided this year. There are always going to be hiccups but in the 6 years of fairs I have been involved in a good lesson learned in clear communication. Also, an understanding that there is always a bigger picture about things that are going on that not everyone is a part of. I really appreciate all the teamwork I kept seeing from the staff side and the Board side. I appreciate the communication from the CEO and of course all volunteers because without all the volunteers we wouldn't be able to accomplish what we did. The vendors seemed happy so I think we can only grow from here. Also, Happy Holidays and happy Thanksgiving to everyone.

Director Skala: I wanted to thank the audience for coming out. The celebration of life for Louie is going to be December 15th at the Rancheros from 3 to 7.

Vice President Bruno: Prior to fair we are all excited and saying its going to be a good fair. Then reality is sometimes different. On opening day, we had a pretty good head count and then here comes Monday we had a three hundred and something in parked cars. We need to start thinking outside of the box on how we can get them out of the house. I had a friend of mine that's in the audience tonight ask why we can open on a Friday that way we have two Friday, Saturday, and Sundays that we are open and then maybe close on Monday. I don't know how that would work out for the vendors.

Cie Smith: As a concessions vendor I have talked to other vendors and we have all talked about the idea of close one or two days out of the week. Fridays are not all the great either and to add another Friday I am not sure how that will work out.

CEO Wuersch: We were also talking about opening on Friday at 3 and having a free gate that day to get them out of the house.

Vice President Bruno: We need to just think outside of the box to get them out of the house. We have the concerts and monster trucks and stuff, but we need more to get them out of the house. We need to do more in advertising get fliers out everywhere, Hemet still doesn't know we have a fair here.

Director Palumbo: The bigger picture is definitely marketing. This year we just barely scratched the surface. We have so much updating to do. We need to build this bigger and better and more profitable. There shouldn't be a city in Southern California that doesn't know about this fair and that is all apart of marketing. We need to start earlier. We need to have Don Harbour book his acts way earlier. We need to have pamphlets handed out at least a month before fair. I am really excited about the new social media sites, the new website and the new mobile site and we need to stay with this momentum. I have seen the footage the marketing team got during fair. The shots and video the got with the drone the shots they got with the models that where going through the fairgrounds. The commercial they are working on and its all very sleek and fresh. I think this all will

not only keep the people that always come to the fair to keep coming but bring out crowds that haven't come to this fair before. I would like to keep going down this path of improvement. But we need to start the marketing, all the bookings and everything else so much earlier. We should be done by June. We should know all of our acts the exhibits everything. It should all be dialed in by June so we can start working on the programs. Then we can have the programs out by July. I think that if we could do that, we would have a much more successful fair. We would have 3 months of getting all the information out instead of just two weeks. So that is where I would like to see this go. We have never had a marketing team that could guide us and help us and if we could stay on this path, I think we can make a lot of improvements.

President Magnuson: I wanted to thank everyone that takes time out of their day like our audience the renters and our Board members to come to these meetings.

11.) CEO COMMENTS: I wanted to thank everyone that participated. All the vendors and my staff. My staff and I have made a lot of changes that you guys will see. My suggestion box is always open. A couple of the new things, I don't know if you guys have noticed that the motor cross track is open again. About two weeks ago the Motor Cross had a big race for racers twelve and under they had over two thousand riders show up. We had Donny's big race to, so it was a busy weekend and it was really nice to see the fairgrounds like that. I got a call on Saturday from Mike Redman from the BMX track very happy because he said that his track was full of all the kids from the motor cross. So, all the events really helped everyone. I just finished up the first phase and you are going to start to see piles of grindings for asphalt. I have been promised 300 loads of grindings. It will all be staged over in the dirt by the BMX track. Next, we are going to start grinding out all the dirt in the parking lot to put down new asphalt.

12.) ADJOURNMENT

**President Magnuson dedicated this meeting to Louis Tavaglione
Meeting adjourned at 4:45pm**

Carl L. Wuersch, CEO/Sec-Mgr.

Date